

DANIEL CAVALLARI

• Editor • Writer • Project Manager •



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Arvada, CO



SUMMARY

Detail-oriented editor and writer with prolific publishing credits, specializing in journalism, technical writing, copy editing, and research synthesis; nearly twenty years of experience as a writer and photojournalist. Proficient in content creation, content marketing, content management, digital campaigns, SEO writing, and CMS. Certified Project Management Professional with over ten years experience leading teams.

CERTIFICATIONS

- Project Management Professional (PMP)
- Secondary Education (expired)

SKILLS

- Exceptional team management and servant leadership skills
- Ability to work independently and as part of a team
- Keen eye for correct grammar, syntax, diction, and sentence structure
- Multimedia experience includes podcasting, video production, photography, and digital content
- Experience in managing budgets and handling financial documents

PUBLICATIONS

- Popular Mechanics
- Outside Magazine
- TomsGuide.com
- Bicycling Magazine
- VeloNews Magazine
- Rouleur Magazine
- Road Bike Action Magazine
- Mountain Bike Action Magazine
- Triathlete Magazine
- Women's Running Magazine
- Cycling Weekly
- Ebike (book)

EDUCATION

University of Maine

Bachelor's Degree in English
2000 - 2004

PROFESSIONAL EXPERIENCE

Founder

Brown Tie Media | 2021 - Present

- Created a brand new media platform and increased audience by over 500% in two years
- Engaged advertising stakeholders and increased revenue from zero to over \$10,000 in the first six months
- Provided media consulting and guidance to numerous brands in the bicycle industry amid dramatically changing landscape
- Increased audience of SGFR podcast by 500% in two years, and placed it in top 25% of all podcasts on hosting platform
- Placed articles in over 15 national media titles online and in print

Technical Editor

VeloNews Magazine | 2015 - 2020

- Increased frequency and quality of technical reporting both online and in print by creating up to 10 new verticals
- Created, hosted, and edited a new tech podcast and increased listenership to an average of 10,000 listens per episode in just over a year, thereby creating a new advertising revenue stream
- Increased gear and tech coverage at key races like the Tour de France by more than 100% through Agile Project Management
- Converted the annual print Gear Issue into a print and online product to increase audience exposure

Retail Marketing Specialist

SmartEtailng | 2012-2015

- Implemented video production into the company's catalog of offerings to increase audience engagement and click-through
- Streamlined graphics production through best practices implementation, saving up to 20% of time spent on ad design